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## M. Sullivan Web Newsletter

Newsletter 2  
January 2011

Dear Mary,

Here it is, almost the end of January already. I hope you enjoyed the December newsletter. I had a few kinks to sort out with that one (especially if you wanted to send it to someone else and wondered who RubeEh? was.) This is an evolving process, but hopefully all will work well this edition. I hope you are learning as much as I am, and enjoying the process.

I feel that I should have a subtitle called "I'm a geek, so you don't have to be!" But I don't mind, I love learning about technology.

Thanks,  
Mary

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### Website of the Month

#### What is Net Neutrality and how does it affect you?

Essentially, net neutrality is the idea that no group should be able to discriminate against applications or content found on the Internet. That means no blocking access to web content, and no speeding up or slowing down of specific online services. It means the Internet should be a level playing field for ideas and innovation.

An interesting book by Barbara van Schewick explains how the Internet was originally constructed in "Internet Architecture and Innovation". She explains that many technologies have an architecture to them that makes them easy or difficult to add other uses to. The Internet was constructed in such an open way in the beginning as the men who designed it had no idea what it would be used for in the future, if at all. They only knew what they wanted to use it for. In fact they thought the idea of people searching for something on the Internet was laughable. But, because they didn't make any assumptions about what it may be used for, they designed it in a general way that could be easily added to.

[Read more >>](#)

**Accessibility**



This month's site is the Kavartha Lakes United Way. The interesting aspect to this site, apart from all the information on it, is the idea of promoting your site through links from outside sites. Originally, the client wanted [videos of their members](#) on the site. The bandwidth required as well as the space on their server was making this difficult. Then I realized I was seeing this the wrong way. I broached the idea of creating a YouTube account and putting all the videos there and showing them through their site. They loved this idea (and had just thought of it too) and I explained that not only would the videos show better, but they'd get much better traffic because people would find them through YouTube as well as their own site. This is an idea that anyone else who has a website and something interesting to say, should think about.

To visit the site of the City of Kavartha Lakes United Way, please visit [www.ckl-unitedway.ca](http://www.ckl-unitedway.ca)

## About Constant Contact

You will see that I am using email marketing software called **Constant Contact**. Many may wonder why I don't just send a lot of BCC emails instead. Well, there is a good reason for that. Remember a year or so ago everyone was in a great hurry to sign up for a process which would stop companies from bombarding them during their dinner or throughout the day with unsolicited telephone calls? The same sort of thing is happening with Spam on the Internet. People are getting sick of having to delete all the garbage they get in their inbox. So legislation has been started that will stop companies from sending masses of emails. And if you try to send a lot of Blind Carbon Copies (BCC) especially, you may find that a lot of them bounce right back to you. So I signed up with Constant Contact to be able to send my newsletters with the safe subscribe included. This allows CC to look after the people who may want to unsubscribe from this newsletter, tells me when an email bounces back, and also gives me the code so that anyone who goes to my website can sign up for any future newsletters. It saves me from having to worry about sending out an email to someone who asked not to get any further ones, and keeps me legal. It's actually quite reasonable, but there are similar services that you can get for free. [Mail Chimp](#), [Mailer Mailer](#) to name two, but just search for email marketing and you will find hundreds.

## Top Level Domains are opening up

Have you ever wondered what the .ca or other extensions on the sites you visit every day mean? Or their significance? (or it is just me?) The official list of all top-level domains is maintained by the [Internet Corporation of Assigned Names and Numbers](#) (ICANN). Each of these top level domains (or TLDs) have criteria on who can register to own a domain with that extension. For example, .com is an open TLD; any person or entity is permitted to register. Though originally intended for for-profit business

When you think of accessibility you likely think of access to buildings or perhaps if you are thinking of its connection to websites, you think of government websites or other official company sites.

But accessibility in your own websites is just as important. You aren't likely to be sued by a person if your site isn't accessible, but you do block an entire population from buying your product or enjoying what you have to say. Some basic ways to make sure your site is accessible are to:

- Make sure all images have ALT tags and Title Tags. These describe what the image is that the blind user cannot see.
- Make all pages readable by screen reader programs. Adobe Pdf documents must be checked to be sure that they are also readable.
- navigation should be consistent throughout the whole site.

There are other guidelines you should consider, and you can check them out at [this site for Ontario](#)

## Fun Stuff

### Blackberry

The British have such great humour.

Here is a great skit from two well known (in Britain) Harry Enfield and Ronnie Corbett entitled "[My Blackberry is not working](#)" And just so you know, orange is a telephone network in the UK.

### Will it Blend?

Another fun group of videos are from a blender company called [Blendtec](#). They have gotten recognition from a series of videos called "[Will it Blend?](#)" where they take items and see if their superior blender can blend them into dust.

They make a great blender but their marketing is fun and has been very successful! [Check out their videos here.](#)

## Finally...

entities, for a number of reasons it became the "main" TLD for domain names and is currently used by all types of entities including nonprofits, schools and private individuals.

For a list of all the country TLD as well as the list of others such as .org, .biz and .gov, visit [Wikipedia's complete list](#).

The exciting new event that will be further discussed in February is the opening of the TLD field. What is eventually expected to happen is that anyone will be able to create their own TLD. (they are calling them gTLD for Generic Top Level Domains)

Now before you get all excited about a domain that has .yournamehere as the extension, you should know that it will cost approximately \$185K to register for one of these gTLDs. And approx that sum again to manage it. By managing it, I mean being in charge of who can purchase a domain with your gTLD extension.

But the ramifications of this is that banks for example could purchase say .td or .bank and then all web traffic that has to do with the TD bank would go through their domain. So if you received an email about your account (which you shouldn't ever get anyway) and the extension wasn't .td, or .bank, you would know that it wasn't from your bank, but a phishing scam.

The other benefit is that this will open up other languages to being able to have a foreign language TLD.

This is an ongoing process and not likely to happen any time soon, as with anything to do with the internet, no one knows all of the problems that could come up until it starts to work. Questions are already being asked about who would own a gTLD with the .paris extension for example. Would it be Paris France, or Paris, Texas? Would they both use it? And would it be harder to search for these different TLDs?

I'm sure this will be an interesting topic to watch, and nothing will happen in the immediate future, but the next ICAAN meeting is set for February.

#### Sources:

CircleID - [New TLD Timetable back in Limbo](#)

TCP/IP Guide - [Internet Registration Authorities and Registries](#)

Learning new things often leads to the realization that you know very little! I have spent quite a few nerdy hours this month working on Content Management sites, specifically WordPress. I've managed to get one site working, but it isn't ready for the general public yet. I will show it off when I am confident it works properly.

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## Keep your Virus Programs up to date



Don't forget to keep your virus and spyware software up to date. If you use AVG, there is the newest version [AVG 2011](#) out now. It's still free. [Avast](#) is on version 5.1.889.

Don't forget that you can only have one Anti-virus program running at a time, so un-install one before you instal another, unless you are just updating.

For Malware, there is still [Adaware](#), also free.

Whatever program you use, the main thing is to make sure you get it updated regularly, make sure you have the latest version and set it to scan your computer at least once a week. And if there is anything on your computer that you would be lost without if it disappeared, then back up your files at least once a month.

I hope you have enjoyed these fun facts and information. If you would like your website featured, or have anything you'd like me to introduce, please feel free to [email](#) me.

Sincerely,

Mary Sullivan  
[Germars Web Design](#)

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